

2012-2019

Ayton Global Research (AGR) is a global research organisation that specialises in conducting online research for Brand Owners, Contract Manufacturers, Cosmetic Consultants and Marketing Agents. Its research spans all FMCG sectors. AGR's team of Study Managers, Regulatory Advisors and Distribution Specialists ensure their Clients can make some powerful advertising claims that are completely compliant in all global markets, including China. AGR's specialism is in-home consumer studies.

PROJECT OBJECTIVES

AGR first reached out to CBBC in 2012, seeking CBBC's services to understand more about the options for trading in China. Managing Director, Susan Ayton visited Shanghai, Hangzhou, Guangzhou and Beijing for two market visits, largely arranged by contacts within CBBC. This included a visit to the trade wing of the Chinese Government. AGR then began to deliver its services to some major businesses in China. By 2019 there had been some considerable growth in demand and AGR commissioned CBBC to help identify and approach logistics service partners in China and requested a feasibility assessment to gauge and evaluate the regulations and compliance issues related to the exporting of products from the UK to China.

CBBC'S SERVICES AND ACHIEVEMENTS

CBBC conducted desk research into the compliance requirements and procedures for prototype products shipped to volunteer participants in China, particularly in relation to the Feasibility Assessment List provided by AGR.

CBBC presented detailed and comprehensive information on regulations in China to AGR in the form of a market research report. Information included an explanation of the classification system, as well as a breakdown of regulations and other considerations for various types of products. CBBC also provided detailed information and analysis of issues including: record filling, quarantine inspection, parcel value limits, required recipient information, limitations and risks of direct mailing, as well as duties and taxes.

CBBC offered a breakdown of points of key relevance to AGR, including those regarding import duty, and taxes, including VAT and postal tax, according to products on the Feasibility Assessment List. This included an analysis for essential oil products, perfumes, personal care products, and so on. CBBC's detailed research and analysis allowed AGR to take a confident approach in the shipment of these products.

Finally, CBBC provided a series of recommendations in the preparation of key documents and suggested couriers, which were tailored to AGR's needs and requirements in the China market.

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After a clear and concise scoping meeting, CBBC asked the right questions in order to understand what regulatory obstacles we would face in respect of the import and export requirements for prototype cosmetics & toiletries. Throughout the exercise, I felt extremely comfortable asking questions and receiving guidance from them. This flawless exercise has provided us with business-essential documentation and has given us a clear direction on how we will proceed. Any business that is thinking about exporting their services or products into China must capitalise on the CBBC's wealth of business knowledge, skill and flawless communication.”

Robert Ayton, Head of Operations

FOLLOW UP AND NEXT STEPS

The research and market evaluation offered by CBBC has allowed AGR to effectively position itself within the China market. CBBC will continue to provide support and recommendations to AGR, should this be required.